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SHOPPING CENTERS

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SHOPPING CENTERS

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PREFACE

The planned shopping center is the outgrowth of the increased shopping demands of the expanding outlying city and suburban areas. The new centers are planned around the concept of one-stop shopping, with convenient automobile access and ample free parking. The emphasis in the new centers is on planning. They are based on a detailed analysis of the prospective trade area, rather than on the individual decisions of owners and businessmen. The size, type, and composition of a new center is determined by such factors as population, topography, access, income, and shopper habits. The aim is to provide all the facilities and services of economic interest to a residential area. The success of the new shopping centers has influenced the commercial areas of the older central cities and suburban towns. Many older shopping districts are modifying their sites in immitation of the shopping center.

This bibliography is a collection of current literature concerning the various aspects of planned shopping center development. It includes materials published since 1960.

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